

Names (max. 5): _____

Title: _____ Project #: _____

CMed 20/30

VIDEO – Movie Trailer

Description

This project requires you with a crew (maximum 5) to produce a movie trailer based on

- An existing movie
- A story that was never a movie
- An imagined, yet unwritten story

Format

The trailer is to be at least 3 minutes long. If you have a crew of 4 or 5, it needs to be at least 5 minutes long. This should be well planned-out with both a **script** and a **storyboard** completed prior to beginning the production phase. Near the start of the trailer, you need to include production company graphics. The completed project must be exported as a WMV file.

Pre-Production Elements

Create a brief outline – a paragraph or two describing the topic and focus of your parody. List the roles of each crew member as well as actors and whom each one is portraying. Type out a script in the proper format.

Plan locations and times for your shoot. You do not need to create an elaborate set but the location should be chosen with intent and purpose. Consider the lighting, ambient noise, availability and any other potential obstacles to your shoot.

Rehearse your script. Watch for proper pronunciation, especially names. It does not need to be completely memorized as you can make creative use of your off-camera crew in the form of tele-prompters. We should hear tone, inflection and feeling in the lines as well as appropriate pauses. This is also a good time to test the limits of your recording equipment – how close does the mic/device have to be? What if the person speaks quietly? If outdoors, is weather interfering with recording quality? Consider anything that might interfere with sound quality and find a way to work around it.

Also, note the items in the scoring table below.

Scoring (10% - 20%)

	Hard copy	E-file
<input type="checkbox"/> Outline – typed and printed	✓	X
<input type="checkbox"/> Script – typed and printed	✓	X
<input type="checkbox"/> Video Roles form (online)	X	✓
<input type="checkbox"/> Schedule and locations – typed and printed	✓	X

Production Elements

Complete the recording with minimal background noise and/or disturbances. Remember to vary camera angles and shot types. You may have to shoot the same sequence multiple times. When recording, use lead-in and lead-out time to avoid clipping any lines.

Scoring (60% - 70%)

- ☐ sufficient duration (min. 3-5 minutes NOT including title and credits)
- ☐ various angles and/or shot types are used
- ☐ voices are clear with proper pronunciations, no interference of background noises
- ☐ audio is at a consistent level throughout

Post-Production Elements

Using available video software, assemble your footage into a cohesive video. Adjust levels where needed to maintain consistent audio.

Add title and credits (see Complete Video Credits handout)

Add music and sound effects in at this point where required. Keep audio levels consistent.

Get a Peer Review and be prepared to make some last-minute changes. Export the final production as a **WMV** or **MP4** file.

Scoring (10% - 20%)

	Hard copy	E-file
<input type="checkbox"/> Peer Review (online)	X	✓
<input type="checkbox"/> Video saved in proper format and location	X	✓
<input type="checkbox"/> Title and complete credits added	X	✓
<input type="checkbox"/> Music and sound effects included where required/appropriate	X	✓
<input type="checkbox"/> Project Reflection form (online)	X	✓
<input type="checkbox"/> Neatly organized duotang with all required papers	✓	X

SUMMARY

A single element, done well, can be outstanding, however, done poorly, can bring down the entire feel of the entire production. Weight each category accordingly. Total must equal 100.

Category	Weight Range	Choose a weighting	Score
Pre-production	10% to 20%		
Production	60% to 70%		
Post-production	10% to 20%		
TOTAL		100%	